



NEWS RELEASE

CALIFORNIA STATE TREASURER PHIL ANGELIDES

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**STATE TREASURER PHIL ANGELIDES, NFL PRO-BOWLER
KEYSHAWN JOHNSON, AND CALIFORNIA BUSINESS LEADERS
ANNOUNCE LOS ANGELES LAUNCH OF \$3 MILLION PARTNERSHIP
TO BOOST SMALL BUSINESS GROWTH**

*New Partnership Between the State and Network of Successful Business Executives will Create
Jobs and Uplift Struggling Los Angeles Neighborhoods*

LOS ANGELES – Joined today by Los Angeles-area and Silicon Valley business leaders, California State Treasurer Phil Angelides and NFL wide receiver Keyshawn Johnson announced the opening of an innovative small business program in the Los Angeles area that has proven successful in helping small businesses grow and create jobs in Northern California. Over the next three years, the program will help more than 100 California businesses expand and create jobs, including 25 to 30 in lower-income areas of Los Angeles.

Under a new \$3 million partnership with the State of California, Pacific Community Ventures (PCV), a non-profit community development firm founded by leading Silicon Valley venture capitalists and executives, will expand its successful Business Advisory Program from the Bay Area to Los Angeles and eventually to San Diego and the Central Valley in 2006. PCV's powerful network of successful business professionals will provide expertise and guidance to small- and medium-sized Los Angeles businesses with diverse ownership to help them expand, create more good jobs, and bring real economic growth to their surrounding underserved communities. PCV has already connected 50 entrepreneurs in struggling Bay Area communities to a network of experienced business executives.

"This new partnership between the State of California and Pacific Community Ventures will help connect more Los Angeles-area small businesses with the assistance they need to create jobs, boost our economy, and create opportunity in communities that have too often been left behind," said Treasurer Angelides. "This award from the State – matched with resources and expertise generously donated by some of the most successful business people in California – has the potential to bring substantial economic benefits to people living in underserved neighborhoods in Southern California."

Pacific Community Ventures, founded in 1999, links successful business professionals with small- and medium-sized companies that draw a substantial number of their employees from low-income communities. These professionals volunteer to advise companies in finance, management, and other areas to help them take their business to the next level.

“This partnership offers an exciting opportunity to take our show on the road, expanding our services throughout California, starting here in Los Angeles,” said Penelope Douglas, President and Co-Founder of PCV. “Over the next three years, we will connect 100 entrepreneurs in low-income communities to our network of experienced business executives. Our goals are to build the capacity of these businesses to provide high-quality jobs with good wages, benefits, and training to residents in low-income communities of California, starting in Los Angeles.”

Pacific Community Ventures Board Member Tom Unterman, managing partner for Rustic Canyon Partners in Santa Monica, added that the Business Advisory Service is much needed in Los Angeles: “Every successful business person got some help along the way, from mentorship to advice to contacts. In too many Los Angeles communities, however, these mentor/advisors are hard to come by.”

“PCV’s services are going to help level the playing field, connecting mainstream and inner-city business networks, to create a winning team,” said Keyshawn Johnson, NFL wide receiver whose investments include the Chesterfield Square Mall in his native South Central Los Angeles and Marlton Square, a \$123 million mixed-use development in the Crenshaw area through his company Keyshawn Capital Development LLC.

As an example of PCV’s services, the Treasurer pointed to the site of today’s news conference – the revitalized MacArthur Park neighborhood, home to the soon-to-open Chichen Itza Restaurant. Chichen Itza, a family-owned restaurant and catering business currently located in the Mercado La Paloma, plans to double the number of its employees from 14 to 28 when the new restaurant opens this fall. The company’s owners are currently working with a PCV advisor – and several food industry experts referred by PCV – to refine their marketing plan supporting the launch of the new restaurant.

“Chichen Itza is a prime example of the kind of business that has the potential to add jobs where they are sorely needed with the help of the Business Advisory Program,” said Angelides.

The \$1.5 million state award to Pacific Community Ventures, which will be matched with donations raised by PCV, is the latest in a series of “Double Bottom Line” investment initiatives launched by Treasurer Angelides to create economic growth and sustainable development in California communities. Under Angelides’ leadership, more than \$11 billion in investment capital has been directed to “Double Bottom Line” initiatives through the State’s pension and investment funds and a variety of state programs. The Treasurer’s initiatives have focused on creating new jobs and housing opportunities in economically struggling neighborhoods throughout the State. The expansion of PCV’s services to southern California was made possible by a \$1.5 million award from the California Pollution Control Financing Authority (CPCFA), chaired by Treasurer Angelides. CPCFA is authorized to provide pollution control facility financing, and also to provide financial assistance for small business growth and development.

This new partnership will complement another small business assistance program headed by Angelides and administered by CPCFA – the California Capital Access Program (CalCAP), a small business loan program that encourages financial institutions to make more capital available to growing businesses that might otherwise be unable to obtain financing. CalCAP loans are now offered through 34 financial institutions. Last year alone, the CalCAP program made 557 loans totaling more than \$50 million. The PCV Business Advisory Program will give first priority to businesses that have received loans through the CalCAP program, helping them move to the next level of growth and job creation.

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